

## 1986 QUARTERLY SCHEDULING PLAN (Q4)

PROJECT: U156

DATE: \_\_\_\_\_

PROJECT LEADER: 6x

(Conf'd)

PROJECT LEADER:						CORPORATE/WEEK ENDING				OCTOBER				NOVEMBER				DECEMBER			
ACTIVITY	PROJECT	NAME	MAN DAYS	EFFI- CIENCY	ESMD	CORP WEEK END	40 10/10	41 10/17	42 10/24	43 10/31	44 11/7	45 11/14	46 11/21	47(3) 11/28	48 12/5	49 12/12	50 12/19	51 12/26	52(1) 1/2		
PROJECT AUTHORIZATION/ SPECIFICATION																					
Q DESIGN/QC																					
Q APPROVAL/ REVIEW MEETING																					
INTERVIEWS ON SITE ( ) NO.																					
INTERVIEWS PHONE ( ) NO.																					
DATATAB AND ANALYSIS																					
WRITING	TT							4	4	4											
ABSTRACT										<del>4</del>	1/2										
QC										<del>4</del>	1/2										
REPORT PROD. AND SHIPPING																					
PRESENTATION																					
TOTALS																					

R385

INPUT

11

12

13

# PROJECT SPECIFICATION STATEMENT

U156

A. Project Code: U156 B. Program MAPS

C. Project Title: CD ROM User Applications

D. Objective: Explore the practical uses of CD ROM in end user applications, analyze the productivity and economy of the technology and measure end user acceptance and plans for CD ROM use.

E. Audience (order of priority)

	User/ Vendor	Job Function	Type Company	Company Characteristics
1	User	VP Information Systems	Fortune 1000	
2				
3				
4				
5				

F. Reasons for Choosing the Subject.

1. Large number of end user applications already in use
2. Broad applicability of CD ROM technology
3. Uncertainty in vendors minds as to how some users will embrace the technology.



## G. Scope of Study

1. Includes: Current and potential CDROM applications as well as user receptivity to CDROM in regard to existing or new requirements. Also what is the timing of such requirements and what are the barriers to CDROM market entry.
2. Excludes: Vendors (analysed in vol III of companion study)

H. Uses of Report: Provides down to earth evaluation of end user planning for CDROM use, evaluation of success of current CDROM products and services and provides a basis for a detailed forecast of CDROM markets.

## I. Issues

1. Perceived advantages and disadvantages of CDROM services and products
2. Relationship of CDROM storage to magnetic and paper storage
3. EDP manager attitudes to CDROM and PC users attitudes to CDROM.
4. Interaction with end users (role in the purchase process, support currently provided, future support required)
5. User expectations and price sensitivity
6. Analysis of user application needs
7. Recommended strategies for users in choosing between alternatives and implementation techniques.



J. Market Forecast ☐ No ☒ Yes

1986 - 1991

Period

K. Delivery Modes Covered

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Remote Computing (RCS)                           | <input checked="" type="checkbox"/> Systems Software - Mainframe/mini         |
| <input type="checkbox"/> Batch Processing  | <input checked="" type="checkbox"/> Systems Software - Personal Computer      |
| <input type="checkbox"/> Facilities Management                                       | <input type="checkbox"/> Application Software - Mainframe/mini                |
| <input checked="" type="checkbox"/> Professional Services - Programming and Analysis | <input checked="" type="checkbox"/> Applications Software - Personal Computer |
| <input checked="" type="checkbox"/> Professional Services - Education and Consulting | <input type="checkbox"/> _____  |
| <input checked="" type="checkbox"/> Integrated Systems                               | <input type="checkbox"/> _____  |
| <input type="checkbox"/> _____   | <input type="checkbox"/> _____  |

L. Interview Profile

1. Type of Interview:

Type of Respondent	Type of Interview							
	On-Site		Phone		Mail		Total	
	Number	R/A or Senior	Number	R/A or Senior	Number	R/A or Senior	Number	R/A or Senior
User			65	RA			65	RA
<del>Vendor</del> <sup>User</sup>			15	sr			15	sr
Other (Specify)								
Total			80				80	



## 2. Respondent Characteristics

Number of Interviews	Job Function	Company Characteristics (e.g., SIC, Size, etc.)
50	VP Information Svcs / Systems	Fortune 1000
10	"	Publishers (McGraw, D&B, etc.)
20		Top ten applications

### M. Page Allocations

Text	<u>80</u>
Exhibits	<u>35</u>
Sub-total	<u>115</u>
Appendices	<u>5</u>
Total Pages	<u><u>120</u></u>



Q. Other Research

1. Library: Source: CD Rom - The New Papyri  
Objective: End user company names

2. Reports:

Code	Title	Objective
MPSS	Impact of CD Rom on Information Svc.	Consistency
UVD S	Impact of Upcoming Optical Memory Systems	↓
XDCM	Selling PCs to Large cos. Vol I.	Updated formats - Format & Methodology

3. Other Sources:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

P. Project Management

1. Project Manager GK  
2. Initiation Date \_\_\_\_\_ Start Date \_\_\_\_\_  
3. Midpoint Review \_\_\_\_\_  
4. First Draft Due \_\_\_\_\_  
5. Word Processing Begin Date \_\_\_\_\_  
6. Shipping Date \_\_\_\_\_

Q. Other Comments and Direction \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

R. Detailed Table of Contents Attached? Yes \_\_\_\_\_ No \_\_\_\_\_



PROJECT: U156DATE: 6/27/86PROJECT LEADER: GK

CORPORATE/WEEK ENDING						JULY					AUGUST				SEPTEMBER				
ACTIVITY PROJECT	NAME	MAN DAYS	EFFI- CIENCY	ESMD	CORP WEEK END	27 7/11	28 7/18	29 7/25	30 8/1	31 8/8	32 8/15	33 8/22	34 8/29	35 9/5	36 9/12	37 9/19	38 9/26	39 10/3	
PROJECT AUTHORIZATION/ SPECIFICATION	GK			1	DONE	1													
Q DESIGN/QC	GK			1	DONE	1													
Q APPROVAL/ REVIEW MEETING	GK	-		1/2	DONE	1/2													
INTERVIEWS ON SITE ( ) NO.	-	-		-	-														
INTERVIEWS PHONE ( ) NO.	55 CW TG	8 12	43 63	10			1/2 1	2 1	1 1/2 2										
DATATAB AND ANALYSIS	CG	4		2							2								
WRITING	TT			12														4	
ABSTRACT / summary etc	GK			1/2															
QC	MD			1/2															
REPORT PROD. AND SHIPPING	-			-															
PRESENTATION	GK			1/2														(conference)	
TOTALS				28		2 1/2	1 1/2	3	3 1/2	2	2								

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R385

unpublished MS. 10.10.10  
10.10.10  
10.10.10

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7683258

## USER QUESTIONNAIRE

### Introduction

CD ROM (Compact Disk Read Only Memory) and other optical memory systems have begun to create excitement because of their capacity and price advantages over magnetic, micrographic and even paper storage of data, text, images and sound.

1. Does your company currently have any CD ROM or other videodisk products installed or on order ?
  - a. If yes, for which applications ? .....
  - .....
  - .....
  - b. If not, are there any plans for such products in the near future ? .....
  - .....
  - c. If not, why ? .....
  - .....
2. Have any hardware vendors proposed CD ROM products or systems to you ? If so , which vendors, products and for which applications ?.....
3. In your company who has responsibility for the selection and installation of the following:
  - a. DP Equipment .....
  - b. Personal Computers .....
  - c. Micrographic/COM equipment .....
  - d. CD ROM/Videodisk products .....
  - e. Records Management of paper files .....
4. Who do you think should evaluate and select videodisk products ? .....
5. When do you think that CD ROM will be implemented by your company ? .....



6. CD ROM and videodisk products in general have a number of limitations at present. Please rate the importance of these on a scale of 1= not important, 5= very important for both data storage and retrieval and information storage and retrieval.

	<u>Data</u> <u>Processing</u>	<u>Information</u> <u>Processing</u>
a. Erasability	.....	.....
b. <del>Write</del> <sup>Read</sup> -Only	.....	.....
c. Slow file conversion	.....	.....
d. Expensive file conversion	.....	.....
e. Access time (1000ms)	.....	.....
f. Lack of standards	.....	.....
g. Lack of software	.....	.....
h. Absence of IBM/knowledge of direction IBM will take	.....	.....

7. Are there other limitations that affect you or that you see limiting the use of CD ROM ? .....

.....

.....

.....

8. Given the current state of CD ROM technology, which of the following general applications of CD ROM do you consider to be the most attractive ? ( 1= not attractive, 5= most attractive ).

	<u>Now</u>	<u>1991</u>
a. Replace magnetic storage	....	....
b. Archival Storage	....	....



- |  |      |      |
|--|------|------|
| c. On-line reference search<br>( e.g publications/documentation) | .... | .... |
| d. Image and graphics storage(COM)                               | .... | .... |
| e. Education/Training  | .... | .... |
| f. Multimedia storage(text/data/<br>image and sound)             | .... | .... |

9. Are there other general applications that you feel are attractive for CD ROM use ? .....

10. Specifically in your company, which general areas would be most appropriate ? .....

11. How much of a savings would CD ROM have to demonstrate in order to be attractive in the following areas :

- |  | <u>Percent savings</u> |
|--|------------------------|
| a. Magnetic storage replacement                                    | ....                   |
| b. Archival Storage  | ....                   |
| c. On-line reference search<br>( e.g. publications/documentation ) | ....                   |
| d. Image and graphics storage (COM)                                | ....                   |
| e. Education/Training  | ....                   |
| f. Multi-media storage   | ....                   |

12. Can you summarize your feelings about CD ROM and when you think it will have a role to play in your company ?

A copy of the Executive Summary of this report is available to you as a token of our appreciation for your co-operation. May we send it to you ?

THANKYOU FOR YOUR TIME !



U156

CD-ROM

PAGE: 1

I. Introduction

A. Background

B. Scope

C. Methodology

II. Executive Summary

III. Current Applications Assessment

A. IS Familiarity with CD ROM

B. General Applications

1) Current

2) 1991

C. Company Specific Applications

D. Assessment of Potential

IV. Technological Assessment

A. Evaluation of Limitations

B. The Lovelace Cycle

C. The McLuhan Massage

D. Show Biz and Software

E. Big Biz and San Jose

V. Systems Implications

A. "Publishing" Systems

B. Standalone Image Systems

C. Electronic Filing and Retrieval Systems

D. Integrated Image Processing Systems

E. Mainframe Optical Storage Systems

F. Distributed Information Management Systems

G. Network Store and Forward Reservoirs

VI. Projected Technological Impacts



A. The Dominant Role of IBM

B. Think Little?

CD-ROM

PAGE: 2

C. Paper Products and Systems

D. Micrographics

E. Magnetic Storage

F. Systems Software

G. Data/Information/Knowledge

VII. Systems Requirements

A. Peripherals

B. Intelligent Software

C. Process Control

D. Quality Control

E. Human Components



Shelton:

U156

M1152

Name Boyer  
Date 7/15/26

COMPLETED INTERVIEWS:

Ø  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Outcome of calls:	
Appointment set up	
Mail	
Call back	
Refused-no time	
Refused-too many surveys	
Other <u>MAIL ONLY</u>	1
<u>NO ANSWER</u>	11
<u>LEFT MESSAGE</u>	11

# times dialed phone 12

Hours worked 4

Met goal ( ) YES ( ) NO

U156

M1152

Name Boyer  
Date 7/16

COMPLETED INTERVIEWS:

- Allegheny Power System  
- Georgia Pacific - Fort Bragg Div  
- Consolidated Freightways  
- Georgia State Univ  
- American News Co Company

Outcome of calls:	
Appointment set up	1
Mail <u>ONLY</u>	1
Call back	1
Refused-no time	1
Refused- <sup>no knowledge</sup> too many surveys	1
Other <u>No answer</u>	111
<u>Left message</u>	1
<u>Left message, etc.</u>	

# times dialed phone 38

Hours worked 6.5

Met goal ( ) YES ( ) NO

